

Impact Assessment Report

Rural Development Activities

carried out by

NARMADA CEMENT WORKS

Village Babarkot, Taluka Jafrabad, District Amreli, Gujarat



Prepared By

SAVE - Saline Area Vitalisation Enterprise Limited

“ISHAVASYAM”

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1.0 Introduction:

SAVE – Saline Area Vitalisation enterprise Limited was requested to carry out impact assessment of development initiatives carried out by Narmada Cement Works & Gujarat Cement Works.

The study team of SAVE based on literature review of the efforts made and field visits combined with focused group discussions with the local people in the project areas have following to report. The report draws on the discussions with the members of the Human Resource Development department of the company responsible for the initiatives and documentation carried out by them. The field work was carried out by the team of three senior development professionals from SAVE Ltd. during last week of March 2010.

The report presents general observations, specific benefits received by the local people and areas of concern and future opportunities. The detailed village-wise comparative table shows relative situation of different villages covered under the programme. We acknowledge the support provided by the members of the Company during the study.

2.0 Observations:

2.1 General

1. In general terms, people in surrounding villages of both the production facilities have expressed satisfaction over efforts made by the company and its CRS units in terms of development of the region.
2. The people in have expressed satisfaction over improved infrastructure in terms of roads, electricity & water due to operations of the production units.

2.2 Specific Benefits:

1. In specific terms, people whose land has been acquired for production facility have benefited as company has given employment to members of these families.
2. Further, people who have got contracts (transport/labour) and other business relationships with the company have benefited in economic terms.
3. Due to these per/capita income in the surrounding villages have increased.
4. There is an overall improvement in skills of the local people due to demand of the industry.
5. In some cases small/marginal farmers have become large farmers – (e.g. Bhakodar – 20 bighas farmer has bought 60 bighas in another village).

6. Due to efforts of the company people have got better access to basic services like water, health & education.
7. Students are having access to free transportation to schools and services of ambulance, mobile dispensary & free medical checkup camps are useful for health aspects.
8. In terms of livelihood, information and awareness levels of farming community has improved. Particularly in animal husbandry sector, company has taken a sound initiative and people are beginning to get oriented about practice of artificial insemination. Further, animals are getting better access to fodder.

2.3 Areas of Concerns:

1. The Company through operations is closely linked with leaders and influential persons and hence benefits have accrued in favor of few resourceful people. This can be widened to include majority of people.
2. Except one/two all the programmes are grant driven. Hence in long-term most of the programmes are institutionally and financially not sustainable.
3. In some of the programmes of the Government (drinking water) company is paying contribution on behalf of local people. Though in short term this saves money for the local people, it makes them dependent in long term.
4. The land purchased by the company has thick forest of prosopis juliflora which has become a place for Blue Bull & pigs. They are destroying agriculture crops in surrounding villages.
5. Exposure visits organised for the farmers needs better follow up. This will yield better results.
6. Women development programmes needs to be more intensified.

2.4 Opportunities:

1. The Company should expand its present area of operation from nine villages and include more villages.
2. Micro village level long-term plans needs to be prepared through participatory process. This will give holistic vision to the development initiatives.
3. The present programmes should also include initiatives like
 - a. Mangroves development programme in 100-200 acres of area.
 - b. Wasteland & grass land development activities should be taken up in coastal areas.
 - c. Mining recharge should be taken up at a larger scale.

- d. Agriculture & animal husbandry activities should be strengthened through Kishan shala Model.
 - e. Fodder crops like sugar beet & sugar feed should be introduced
 - f. Charcoal development from Prosopis Juliflora.
4. Should facilitate linking of Government programmes & schemes.

It is observed that the Company has articulated its vision and direction in clear terms in the beginning of the decade. The team has also worked out a clear road map to achieve the stated objectives & targets.

3.0 As Articulated:

(Source: CSR Policy articulated by Chairperson, The Aditya Birla Centre for Community Initiatives and Rural Development)

3.1 Vision:

"To actively contribute to the social and economic development of the communities in which we operate. We will make our 03 surrounding villages as model villages in phase manner by 2015, by implementation of 100% Govt. schemes for improving literacy level, Health standards & quality of life by initiating various sustainable development activities.

3.2 Area of Focus

Our rural development activities span five key areas and our single-minded goal here is to help build model villages that can stand on their own feet. Our focus areas are education, healthcare, sustainable livelihood, infrastructure and espousing social causes.

3.3 Programmes

(Source: CSR document prepared by the company)

In order to translate the vision into reality following programmes were conceived and implemented.

Since beginning it has been the endeavor of the company to promote industrialization of this backward area, while retaining harmony with nature and simultaneous upliftment of the rural society by a highly eco-friendly & neighborhood friendly approach. Narmada Cement extends full co-operation & support in implementation of Government Schemes for upliftment of rural masses.

The company has been working in five villages in Jafrabad taluka of Amreli district. It has over the years initiated much welfare, activities.

These activities are carried out under the following fields:

3.3.1 Education.

- Constructed School building in Babarkot village in 1993
- There were 250 students in 1993 at Babarkot school now there are 862 students
- Providing Bus facility for students going to Jafrabad for High school
- Providing financial support by way of Scholarship – Rs.30000.00 per year.
- Year wise students who got educated from our company school since inception is given at annexure.
- Census data shows the remarkable increase in literacy rate in the villages where company has a focus.

3.3.2 Health Care Programme

- Organizing regular Medical camps
- We provide emergency medical services
- Promote family planning campaigning & programs
- Active participation in Pulse Polio for eradication of polio.
- Organizing general health awareness programmes, like AIDs, Tobacco eradication etc.
- Health awareness programmes for women & natal care
- Total sanitation – Active participation & patterning the Govt. Sanitation Schemes. One of owned village- Balanivav – was awarded Nirmal Gram Puraskar from President of India for total sanitation

3.3.3 Sustainable Development

- Every year before the onset of monsoons company undertakes check Dam repairing, pond repairing & deepening in vicinity of 6 Villages
- Celebrates Krushi Mahotsav, Organize Farmer Training like Krushi Rath
- Fodder For Cattles
- Organize animal & Veterinary Camp
- Developed Economic SHG & others Programme Economic Sewing Programme
- Farmer Education Tour Worker awareness
- Sapling Distribution
- Kit Given To BPL Farmers
- Mahila Mandal Women Empowerment

3.3.4 Infrastructure Development.

- Repairing Crematorium & Community Hall/
- School ground Repairing
- Street Light repairing , Road Repairing
- Provides Fans & Light in Villages & village schools
- Renovation of temples
- Repairing of bore wells & pumps
- Pond deepening for fish farming & Land leveling, filling & Land cleaning activities
- Constructed 192 houses for BPL families under Sardar Avas yojana.
- Swajaldhara project for drinking water facilities – two villages.
- Water conservation measures.

3.3.5 Social Causes

- Environments Awareness Programme
- Social Events – Mass Marriages
- Women Awareness camps / Group awareness programme
- Fish Workers Awareness programme
- Preparation of widow pension cases
- Women Education Tour / Contribution towards mass marriages
- Providing assistance for obtaining & Distributions Free ST Pass
- Administrative expenditure
- Encouraging Self Help groups.

4.0 Activities Carried Out

4.1 Education

- Distributed 280 School bags to new entrant student of four villages. (Babarkot, Kagwadar, Mitiala & Balanivav)
- Educational film show & carrier guidance in three primary schools. Beneficiaries 680 Student (Kagwadar, Babarkot, Varahswaroop)
- Sweet distribution during Independence Day and Republic Day celebrations in Primary School of 3 villages. Beneficiaries - 1500.
- Scholarship distribution in Babarkot village. Participants 32 student.

- Supported educational tour for primary school in Babarkot & Kagwadar villages - Beneficiaries 150 persons
- School Bag Distribution in nearby villages
- Celebrations of Independence Day & Republic Day at Primary School in nearby villages.
- Scholarship distribution in Babarkot village.

4.2 Health Care

- Organised Medical Camp at Babarkot village in May - 09. Beneficiaries – 490
- Organised Cataract eradication camp at Kagwadar village. Beneficiaries 98 patients.
- Organised Blood donation camp at Jafrabad. Participants 59 blood Donor
- Facilitated Pulse Polio programme in Jafrabad Taluka Beneficiaries – 13037
- Mobile Medical Services in 3 villages. Beneficiaries – 1639 (Kagwadar, Balanivav, Babarkot)
- Organised Health Awareness Programs (Health Baby Competition & Health Talk) & Video Film Show – 12 Programmes in 3 Villages. Beneficiaries- 950
- Organised Cleft & Palate Surgical Camp at Jafrabad. Beneficiaries – 20
- Motivated women to participate in family planning camp at Babarkot village. – Beneficiaries 20
- Providing Ambulance Service at the time of emergency.
- Contribution (Public Contribution) to Swajal Dhara project (Drinking Water Project) in Babarkot village.
- Mobile Medical Service, Family Planning Motivation & Supporters for Polio Camp in near by villages.
- Health Talk & Health Baby Competition at nearby villages.
- Cataract & Diagnoses Medical Camp in nearby villages.
- Blood Donation & Cleft & Palate Surgical Camp at Jafrabad

4.3 Sustainable Livelihood

- Organised farmers educational tour for Babarkot Varahswaroop, Kagwadar and Balanivav villages at Agriculture University Junagadh - Beneficiaries 50 farmers.
- 9.8 tons of fodder was supplied for Cattle in Babarkot. Beneficiaries –500 Cattle.
- Animal Husbandry Insemination and Diagnostic camp in nearby Villages. Beneficiaries : 500
- Under “Krishi Rath Yarta” program organised by Govt. of Gujarat arrangement were made to facilitate training programs for 180 farmers.

- Continue Stated Sewing Classes in three villages.
- Veterinary Camp, Artificial Insemination Birding & Farmer Educational Tour at Agriculture University Junagadh for nearby villages.
- Educational Tour for SHG at Jambur (Talala) & Women empowerment training for SHG & Women co- operative Novelty store at Kagwadar village.

4.4 Infrastructure Development

- Road Repaired in 5 Villages by our company equipment and Materials. (Babarkot, Kagwadar, Balanivav, Jafrabad, Mitiala)
- Repaired Check Dam and pond in five villages in surrounding Jafrabad area. Populations more than 15000.
- Use of company equipment for community hall repairing in Babarkot village.
- Temple renovation and repairing in Babarkot village.
- Supported & motivated for Nirmal Gujarat sanitation in Kagwadar village. Beneficiaries 62 family
- Public Contribution in Check Dam & Pond deepening work & at Mitiala & Kagwadar villages.
- Road and School ground repairing in Babarkot village.

4.5 Social Causes

- Supported Mass Marriage programme in Babarkot & Bhakodar villages. Beneficiaries 22 Couples.
- Organised Environment awareness programme in four villages. Beneficiaries - 300 (Kagwadar , Mitiala , Vadhera , Babarkot)
- Provided support to get widow pension scheme. Beneficiaries 10 in Babarkot Village.
- Conducted “Women Empowerment” training seminar in Varahswaroop village. Beneficiaries 38 women.
- Central Board of Worker Education Awareness programme at Varahswaroop Village.
- Supported Mass Marriage Program in Babarkot & Bhakodar villages.
- Viranjali Van Mahotsav in four villages.
- Balanivav village selected for NIRMAL GRAM PURASKAR

Case Study

Assistance under Rural Employment and Income Generation Programme:

1. Mrs. Manjulaben Babubhai Prajapati of village Kagwadar received Rs. 15,000/- as assistance to purchase earthen vessels machine. She started the business of making earthen vessels including plate, bowl etc. since 2001. She purchases raw material from Rajkot and prepares different utensils and sales them locally. In the process at present she is earning between Rs. 120/- to 150/- per day. At present she is in the process of purchasing machine with higher production capacity.
2. Shiv Shakti Sakhi Mandal (Self Help Group) promoted by the company comprises of 14 women members. These group from their savings provided loan assistance to the tune of Rs. 1,25,000/- to one member who has set up a cutlery shop.
3. Maheshbhai, a student from Kagwadar received total assistance of Rs. 32,000/- over three year's period to pursue studies from 11th standard to PTC level. He stood third in State Level 12th Standard exam.



NARMADA CEMENT FOUNDATION

Village Babarkot, Taluka Jafrabad, District Amreli, Gujarat

Villages Covered: 1. Babarkot, 2. Kagwadar 3. Balani Vav, 4. Mitiala, 5. Vadhers

	Particulars	Babarkot	Kagwadar	Balani Vav	Mitiala	Vadhera
1	Population	6000	900	225	2500	• 3600
2	Distance of the village from the Company	1 km	23 km	25 km	5 km	• 12 km
3	Main Casts	Koli	Koli, Darbar	Darbar	Koli, Vankar	• Koli, Vankar
4	Sources of Income for local people	1. Service in Company 2. Farming & agriculture labour 3. Contract of Mango orchards	1. Farming & Agri. Labour 2. Service 3. Animal Husbandry	1. Farming 2. Animal Husbandry	1. Farming 2. Company Contract Labour	• Farming • Labour Work
5	Occupations	Service, Farming	Farming	Farming, Animal Husbandry	Farming	• Farming
6	Major crops	Cotton, Bajri, Ground nut	Cotton, Bajri, Wheat	Cotton, Bajri, Ground nut	Cotton, Bajri	• Cotton, Bajri
7	Education facilities	1 st to 7 th Standard school	<ul style="list-style-type: none"> • 1st to 7th Standard school • Education is good • 900 students are studying in the school • 125 students goes to Jafrabad for higher studies 	• 1 st to 5 th Standard school	• 1 st to 7 th Standard school (Kasturba Kanya Vidhyalay)	• 1st to 7th Standard school
8	Drinking water	Company provides drinking water for 30 minutes daily	Water is test less, Village has its own source of water i.e. Well, Hand Pump	Village has its Own Source. Company will provide 20% contribution on behalf of local people in Government sponsored water and sanitation scheme being implemented by WASMO, Government of Gujarat.	Village has its own source of water i.e. Bore well	• Village has its own source of water i.e. Well

Sr. No.	Particulars	Babarkot	Kagwadar	Balani Vav	Mitala	Vadhera
9	Relationship of Company with village	Very cordial	Very cordial	Very cordial	Good	• Good
10	Local people's perspective towards company	Very cordial	Very cordial	Very cordial	Medium	• Medium
11	Works carried out by Company					
11.1	• Education					
		<ul style="list-style-type: none"> • 8 Rooms Constructed in the School • Celebration of School admission day <ul style="list-style-type: none"> - School bag, Compass Box, Books and Sweets are distributed on this day • Equipments like Benches, Tables, Chairs are gifted to the school • Repairing work of School Building has been carried out • Free bus facility for the students is provided 	<ul style="list-style-type: none"> • Equipments like computers & fans are gifted to the School • Celebration of School admission day <ul style="list-style-type: none"> - School bag, Compass Box, Books and Sweets are distributed on this day • Repairing work of School Building has been carried out • Brilliant & poor students are given Rs. 16,000/- towards payment of fees. • Total fees for PTC study of one student was paid by the company. • As a result of education facilities provided by the company, drop-out ratio has come to 2%. 	<ul style="list-style-type: none"> • Celebration of School admission day <ul style="list-style-type: none"> - School bag, Compass Box, Books and Sweets are distributed on this day • Equipments needed for the school are gifted • Repairing work of School Building has been carried out 	<ul style="list-style-type: none"> • Distribution of School Bags • Film Shows • Company provides equipments for repairing of compound wall of the school 	<ul style="list-style-type: none"> • Distribution of School Bags • Film Shows • Movie • Company provides equipments for repairing of compound wall of the school

Sr. No.	Particulars	Babarkot	Kagwadar	Balani Vav	Mitiala	Vadhera
	• Health					
		<ul style="list-style-type: none"> Free service of Mobile dispensary is provided three time in a week Health Camps are organised Free services of Ambulance is provided Financial incentive informs of Rs. 150/- per family is given to persons adopting family Planning. <i>Asha</i> worker who is supporting the mission is given Rs. 100/- per case. 	<ul style="list-style-type: none"> Free service of Mobile dispensary is provided three time in a week Health Camps are organised Free services of Ambulance is provided Financial incentive informs of Rs. 150/- per family is given to persons adopting family Planning. <i>Asha</i> worker who is supporting the mission is given Rs. 100/- per case. 	<ul style="list-style-type: none"> Free service of Mobile dispensary is provided three time in a week Health Camps are organised Free services of Ambulance is provided 	<ul style="list-style-type: none"> Gifts are distributed to the winners of the Healthy Baby Competition organised by the company. Medical Checkups of the pregnant women are conducted Healthy food cooking Competitions are organised Rehabilitation camps for addicted people are organised 	<ul style="list-style-type: none"> Gifts are distributed to the winners of the Healthy Baby Competition organised by the company. Medical Checkups of the pregnant women are conducted Healthy food cooking Competitions are organised Rehabilitation camps for addicted people are organised

Sr. No.	Particulars	Babarkot	Kagwadar	Balani Vav	Mitiala	Vadhera
		<ul style="list-style-type: none"> Employment 				
		<ul style="list-style-type: none"> 80% people of the village are getting employment in the company, hence out migration has reduced Company facilitates exposure trips of the farmers especially to Junagadh Krishi University and Bhavnagar BAIF <i>Vadi</i> Project. 	<ul style="list-style-type: none"> Company has set up a cutlery shop which is run by women of <i>Shiv Shakti Sakhi Mandal</i>. Profits from this shop are used to support women members of the <i>Mandal</i>. Assistance of Rs. 15,000/- is given to one potter family to purchase a machine. With the help of machine family's income has increased substantially. Company facilitates exposure trips of the farmers especially to Junagadh Krishi University and Bhavnagar BAIF <i>Vadi</i> Project. 	<ul style="list-style-type: none"> Company facilitates exposure trips of the farmers especially to Junagadh Krishi University and Bhavnagar BAIF <i>Vadi</i> Project. Assistance of subject experts are provided to resolve some of the problems arising in agriculture. 	<ul style="list-style-type: none"> Trainings inputs are provided to initiate and strengthen Self Help Group (SHGs). 	<ul style="list-style-type: none"> Trainings inputs are provided to initiate and strengthen Self Help Group (SHGs).
		<ul style="list-style-type: none"> Social Transformation 				
		<ul style="list-style-type: none"> Company facilitates community mass marriages in the village. During last four years assistance for 187 marriages have been provided. 			<ul style="list-style-type: none"> Encouragement to community marriages and financial assistances are provided by the company. Awareness programmes for removal of blind faith. 	<ul style="list-style-type: none"> Encouragement to community marriages and financial assistances are provided by the company. Awareness programmes for removal of blind faith.

Sr. No.	Particulars	Babarkot	Kagwadar	Balani Vav	Mitiala	Vadhera
	• Other	<ul style="list-style-type: none"> Free artificial insemination programmes are being conducted by the company to strengthen husbandry activities. 	<ul style="list-style-type: none"> Free artificial insemination programmes are being conducted by the company to strengthen husbandry activities. Company is giving support in management of milk dairy since past 18 months. 	<ul style="list-style-type: none"> Free artificial insemination programmes are being conducted by the company to strengthen husbandry activities. Government has given "Nirmal Village Award" to the village due to support received from the company. 	<ul style="list-style-type: none"> Free artificial insemination programmes are being conducted by the company to strengthen husbandry activities. Farmers' exposure visits to the Junagadh Agriculture University are organised by the company. Support for Pond digging 	<ul style="list-style-type: none"> Free artificial insemination programmes are being conducted by the company to strengthen husbandry activities. Company pays people's contribution payable by the village people for <i>Hariyali Yojana, Government of Gujarat.</i> Support for Pond digging.